

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Brett Error et al.  
SERIAL NO: 10/608,442  
FILING DATE: June 26, 2003  
TITLE: Custom Event and Attribute Generation For Use in Website  
Traffic Data Collection  
EXAMINER: Bob R. Chumpitaz  
ART UNIT: 4115  
ATTY. DKT. NO.: OMN7133

MAIL STOP AMENDMENT  
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**AMENDMENT A (RESUBMITTED)**

SIR:

This Amendment A is being resubmitted in response to the Notice of Non-Compliant Amendment dated November 21, 2008.

The following amendments and remarks are in response to the Office Action dated May 14, 2008.

## AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0001] with the following:

**[0001]** This application claims priority under 35 U.S.C. § 119(e) to United States Provisional Application Serial No. 60/393,004, filed June 28, 2002, entitled "Custom Insight Module," the contents of which are incorporated by reference. This application is related to U.S. Patent Application Serial No. [[\_\_\_\_]] 10/608,515 entitled "Click-Stream Data Collection" (Atty Dkt. No. [[7132]] OMN7132) and U.S. Patent Application Serial No. \_\_\_\_\_ entitled "~~Capturing and Presenting Site Visitation Path Data~~" (Atty Dkt. No. ~~7131~~), both filed on the same day as the present invention filed on June 26, 2003.